# Participant 9

**Interviewee comments:**

Starting with **Lombard Bank**, I found the first service (personal loan) in under two minutes, whilst taking around 30 seconds to then locate the deposit accounts page. For the first task, it took me a minute to realize that the menu was in the top-left of the page, I think if the arrows were larger, I would have noticed them much sooner. Although the UI is not modern, services were still well placed within their respective categories.

Then moving on to the **BNF Bank** website, the visuals and the layout instantly stood out to me. The landing page’s structure was brilliantly thought out, as I instantly knew where to click to go to my desired services. I did find the header for the loan services quite unnecessary, as I wouldn’t instinctively look at the phrase “Finance your dreams” when searching for a loan, but it wasn’t the end of the world as I then realized what it was referring to. I found the personal loan task very quickly, but for the fixed term deposit account, I stopped the experiment on the incorrect page, as I thought that I had found it, but it was just a similarly named service.

Lastly, the experience using **HSBC** was identical to that of Lombard, with a similar structure and layout. I was drawn directly towards the top drop-down menu and was able to locate the personal loan service very quickly.

**Researcher remarks:**

Fixed term deposit task was not valid for the HSBC website, because a bug occurred during the experiment which resulted in the website stuck in a loading state.